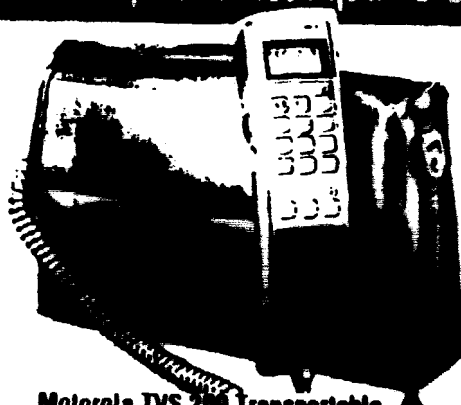


Ritz Camera Cellular Telephone Headquarters

If you've been thinking about getting a cellular phone, Ritz Camera has Great News! At more and more Ritz locations we are carrying top name brand cellular phones from Motorola, Fujitsu, Zeniden, Panasonic and more. All of our phones are brand new, none of them are refurbished or off brand. With a full line of "Go anywhere" portable and transportable phones at everyday low discount prices, Ritz Camera is your cellular phone headquarters.



Motorola TVS 200 Transportable

3 Watts Power · Dual NAM

One Year Warranty

*requires activation & credit approval

\$1899*

◀ Motorola 8000M Portable

27 Memory Locations

90 Minute Talk Time

Dual NAM

*requires activation & credit approval

\$899*

◀ Motorola Microtac

8.7 Ounces

Stores Name & Number

100 Memory Locations

1 Year Warranty

Dual NAM

*requires activation & credit approval

\$399.95*

◀ Motorola DPC Flip Phone

150 Min. of Continuous Talk Time

25 Memory Locations

Super compact Size

Dual NAM

*requires activation & credit approval

\$249.95*

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authorized retailer

Premier Cellular One® Service: 113 More Local Coverage at No Extra Cost. Clear, Reliable Calls Affordable Rate Plans

▲ Fujitsu Stylus

Alphanumeric Display

100 Memory Locations

Dual NAM

\$299*

*requires activation

Motorola CAR PHONES

save time for Tee off time

\$99
8000M
Handheld
portable

*Flip Phone
Break
Through
Pricing!

***\$249**
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Flip phone
portable

\$19
TVS 200
Transportable

All stores open
10 a.m. - 3 p.m.
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Premier Cellular One® Service

- Clear, Reliable Calls
- 1/3 More Local Coverage at No Extra Cost
- Affordable Rate Plans

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Authorized Dealer and Service Center

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OKI 910

- 100# Memory
- .6 Watts
- W/Battery

PANASONIC NP-600

- 100# Memory
- Signal Strength Indicator
- Roam A/B System

MOTOROLA DPC 500

- 832 Channel
- 12.3 Oz.
- With Battery Charger

GE/ERICKSON TJD04

- Digital Alpha Memory
- Signal/Battery Indicators

YOUR CHOICE

\$89

EACH

PAYLESS

CELLULARONE
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*All phones sold with annual plans, plans only with new phone numbers activated by Payless. See Store for Specific Details. This ad supercedes all previous ads. **Maybe Subject To Security Deposit. All Stores Individually Owned & Operated.

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CONVENT ROAD • 2500 Middle Country Rd. • 516-467-2527
(1 1/2 Mile East of Smith Haven Mall) CLOSED SUNDAYS

BAYSIDE • 207-30 Northern Blvd. • 718-229-2600
(P. RR. East of Clearview Expressway) CLOSED SUNDAYS

BROOKLYN • 5717 Foster Ave. • 718-341-4575
(Mon. Sat. 9-5:30) CLOSED SUNDAYS

MANHATTAN • 41 W. 20th St. • 212-666-0000
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- One Year Warranty
- Dual NAM

\$99**

Motorola 6000M Portable

- 90 Minute Talk Time
- 27 Number Memory
- Dual NAM

\$77**

Motorola DPC 500 Portable

- 150 Minute Talk Time
- 25 Number Memory
- Super Compact Size
- Dual NAM

\$222**

Union 6P 6000 Portable

- 72 Minute Talk Time
- 30 Number Memory
- Ultra Compact Size
- Dual NAM

\$111**

Motorola 2801 Transportable

- 3 Full Watts of Power
- Compact & Lightweight
- 3 Year Warranty
- Dual NAM

\$44**

Cellular Concepts

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CELLULARONE
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Premier Cellular One Service

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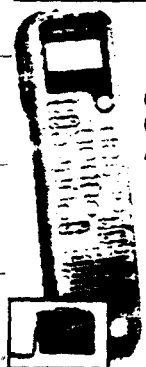
*Activation fee not included. Some restrictions apply. Credit approval and new annual contract with CellularOne required. All major credit cards welcome.

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COUNT ON CIRCUIT CITY: YOUR CELLULAR PHONE CONNECTION!

TRANSPORTABLES



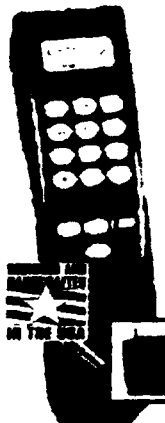
GE "Transpak 5000" Transportable Cellular Telephone with Digital Audio & 3-Year Warranty

- dual phone numbers prevent you from paying expensive roaming charges
- provides sound clarity by removing background noise
- full 3-watt power & 30-number memory
- built-in speaker for safe, hands-free conversation

TP5000

HOT BUY!

\$27⁹⁷



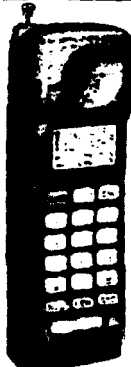
Dynasty by Motorola Soft Pak Transportable Cellular Phone

- full 3 watt power provides excellent coverage in fringe areas
- 1-Touch Turbo Dial™ lets you dial any 1 of 3 memory locations
- automatic hands free operation
- automatic answer picks up the phone as soon as you start speaking

52103

\$47⁸⁸

PORTABLES

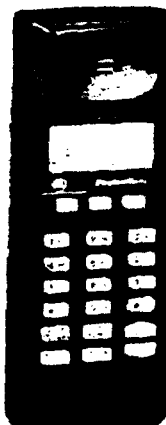


Novatel Mini Portable Cellular Phone with 99-Number Memory & Multiple System Registries

- weighs less than 14 oz. & fits in purse or briefcase
- permits carrier registry in up to 4 cities for convenient out-of-town use
- alphanumeric memory & memory scroll operate like a built-in rolodex
- second internal antenna increases reception

PTP825

\$88⁹⁷



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We bring good things to life.

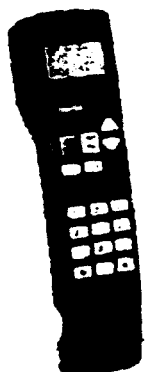
GE "Pockettfone" Portable Cellular Phone with 99-Number Memory & Dual Phone Numbers Capability

- easy-to-read display & active menu
- unique antenna unfolds easily & angles for best reception
- credit card number storage with security access code
- 3 call timers & talk timer

TJAC4

\$127⁹⁷

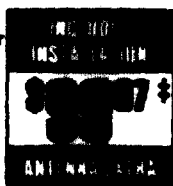
MOBILE



Novatel Mobile Cellular Phone with Built-In Hands-Free Operation

- 9 memory locations
- last number redial
- call-in-progress air timer
- missed call counter

M4110T



HARPACK DESIGN



Panasonic Transportable Cellular Phone with Built-In Hands-Free Circuitry

- battery & external charger included
- 3W power for maximum transmission quality
- durable & compact hard case

EBT200

\$199⁹⁷

See white pages for state locations.



SPECIAL OFFER!

**100
OFF-PEAK
MINUTES
FREE!***

Just sign up for
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Mobile service before May 9!

See white pages for details.

Authorized Retailer

Bell Atlantic

* Unless otherwise stated, prices include required installation and antenna. Requires 90 day minimum new number activation with Circuit City authorized cellular telephone company. Certain cellular telephone company fees and restrictions may apply. Price will be higher without activation.

* Requires Annual Contract and Flex Plan activation. \$19 credit will appear on first month's bill. \$175 Early Termination Fee applies. Activation, Access, Roaming, Long Distance & Toll Charges not included.

PRICES EFFECTIVE THRU 5/9/95

Geographic Service Area Competition

Is Your Phone In The

Roam Zone

In Chowchilla?

1 Turn off the roam light NOW! Get a local number and save money. How? Just dial 911 on your cellular phone (or call 209-723-3100 from a regular phone) and we'll tell you.

2 Best of all, we'll give you this new number FREE. That's right! Now Cellular One offers local numbers for Madera and Merced counties. And that's not all! When you get your new Cellular One number you'll be able to use your phone in Modesto, Stockton, Sonoma, Merced, Fresno and Visalia WITH NO ROAMING CHARGE... How about that! No daily charges either. You can use your phone in these areas at the same low rates you pay for home service.

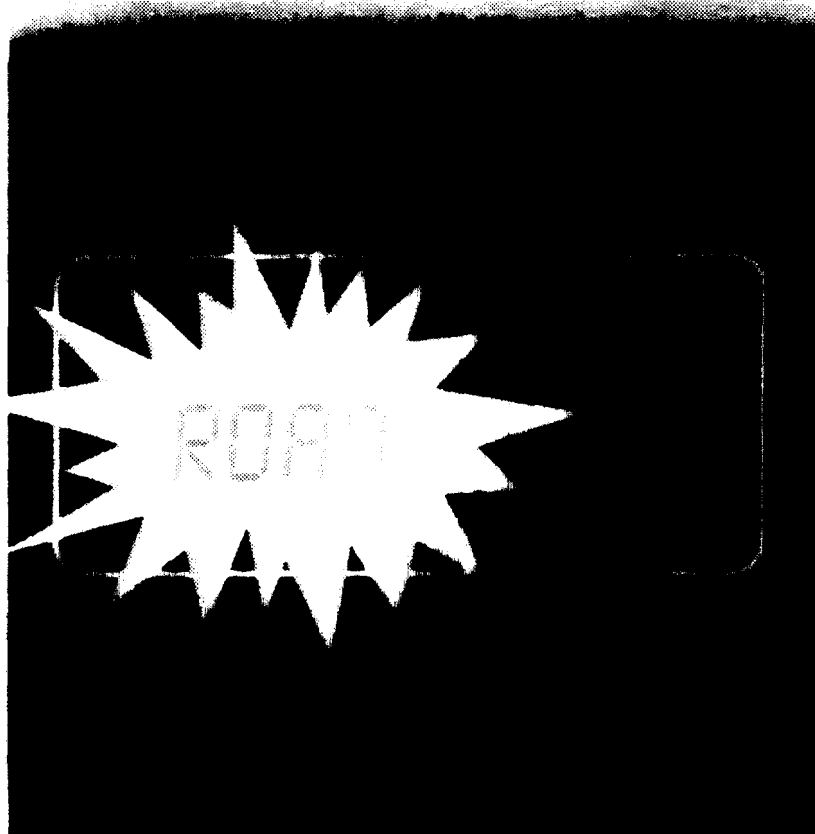
3 Want more? OK. How about no long distance charges if you call Modesto, Stockton, Jackson, Sonoma, Fresno — most of the central valley and foothills. You can call all these places for just the price of local airtime.

Don't wait! Your new number is FREE, the roam zone isn't. Call Cellular One today!

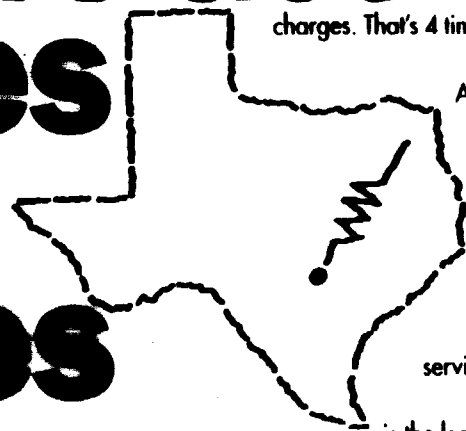
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We've Got Miles And Miles of Texas.



Only Southwestern Bell Mobile Systems gives cellular customers 12,700 square miles of local coverage with no long distance charges. That's 4 times more than the competition. Ours is the biggest network of

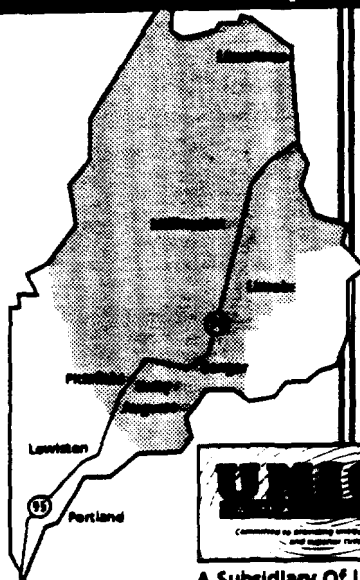
AT&T cell sites, 33 in all, so your calls are clear and well-connected. Add to that preferred roaming rates throughout the state of Texas, special nighttime and weekend rates, over a century of Southwestern Bell quality and impeccable customer service. And it's easy to see why Southwestern Bell Mobile Systems is the leader in the cellular industry.



Southwestern Bell
Mobile Systems

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No one covers Maine like UNICEL[®]
cellular phone service.



Only UNICEL[®] covers Penobscot, Waldo, Kennebec, Lincoln, Knox, Somerset, Aroostook and Piscataquis Counties with 16 towers. The UNICEL[®] cellular phone network provides you with the most concentrated cellular phone coverage and the clearest reception.

UNICEL's state-wide, toll-free calling allows you to call anywhere in Maine from UNICEL's home service area with no long-distance charge.*

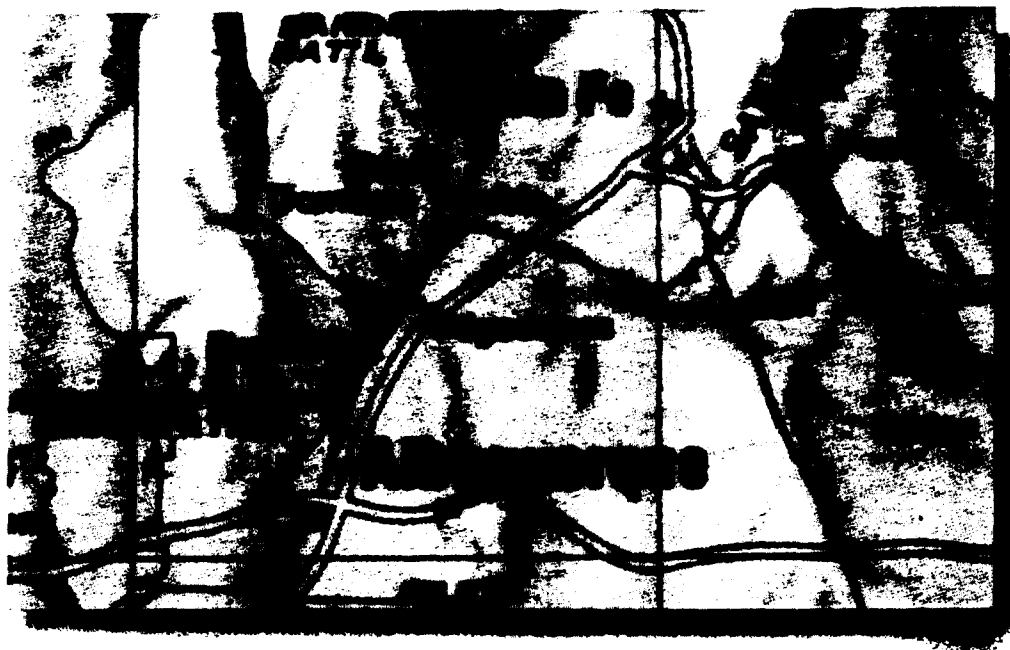
Call our customer service department for complete details.



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(located with Aroostook Communications)
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* Not available on all rate plans.

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When you're traveling away from home, USWEST® Cellular offers important advantages:

- Only USWEST Cellular provides continuous, uninterrupted coverage between Albuquerque and Santa Fe. With our competitor, you run the risk of getting cut off and having to redial—an aggravating and potentially costly process.
- With USWEST Cellular, callers can reach you in over 600 cities nationwide just by dialing your regular number. Our competitor offers this convenience in only 264 cities.

So choose the cellular service that goes further to serve you better. For details, call the USWEST Cellular representative listed here.

Place business card here.

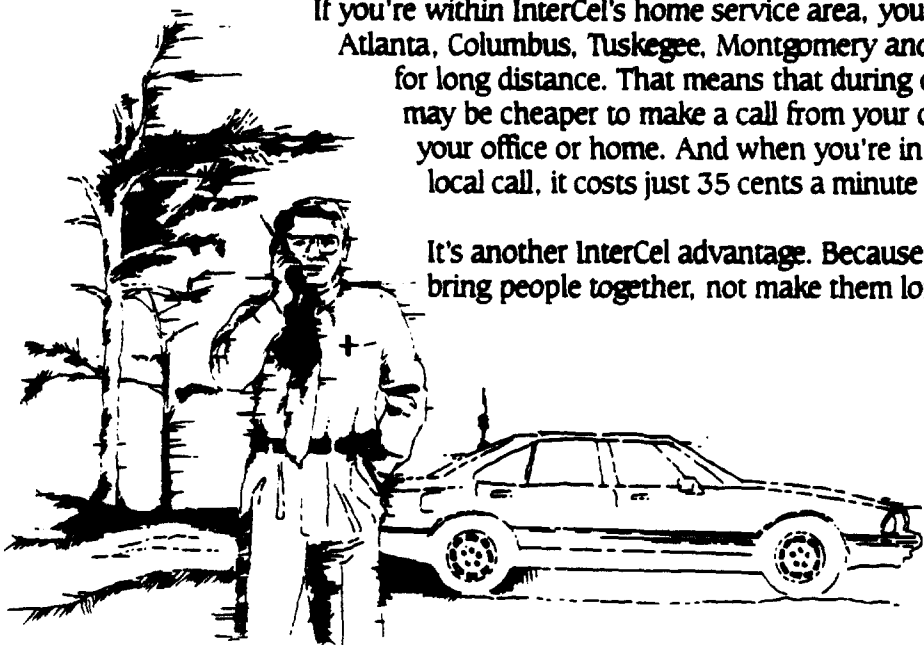
QUESTIONS YOU SHOULD ASK WHEN CHOOSING CELLULAR SERVICE

"WHAT CITIES CAN I CALL TOLL FREE?"

Where does local service end and long distance begin? It can be confusing with new area codes and Georgia right down the road, plus the added complication of roaming charges for cellular service (roaming is an extra amount you're charged for being outside your "home" service area).

InterCel makes life simpler by making most of north Georgia and south Alabama a local call. If you're within InterCel's home service area, you can call Athens, Rome, Atlanta, Columbus, Tuskegee, Montgomery and Troy and there's no charge for long distance. That means that during certain times of the day, it may be cheaper to make a call from your cellular phone than from your office or home. And when you're in those cities and make a local call, it costs just 35 cents a minute with no roaming surcharge.

It's another InterCel advantage. Because phones are supposed to bring people together, not make them long distance.



QUALITY CELLULAR COMMUNICATIONS

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Service Brand Identification - MobiLink v. Cellular One

Top of the News

TELECOMMUNICATIONS

DUELING FOR DIALERS

It's MobiLink vs. McCaw-AT&T in a mobile-phone face-off

Consider the battle joined. In this corner, American Telephone & Telegraph Co., which last November jolted the phone industry with its agreement to buy a third of McCaw Cellular Communications Inc. In that corner, MobiLink, an alliance of 15 cellular operators, including six of the seven Baby Bells. At stake: the loyalty—and dollars—of millions of cellular-phone users frustrated by the numerology they must learn when they try to place or receive calls outside their home regions.

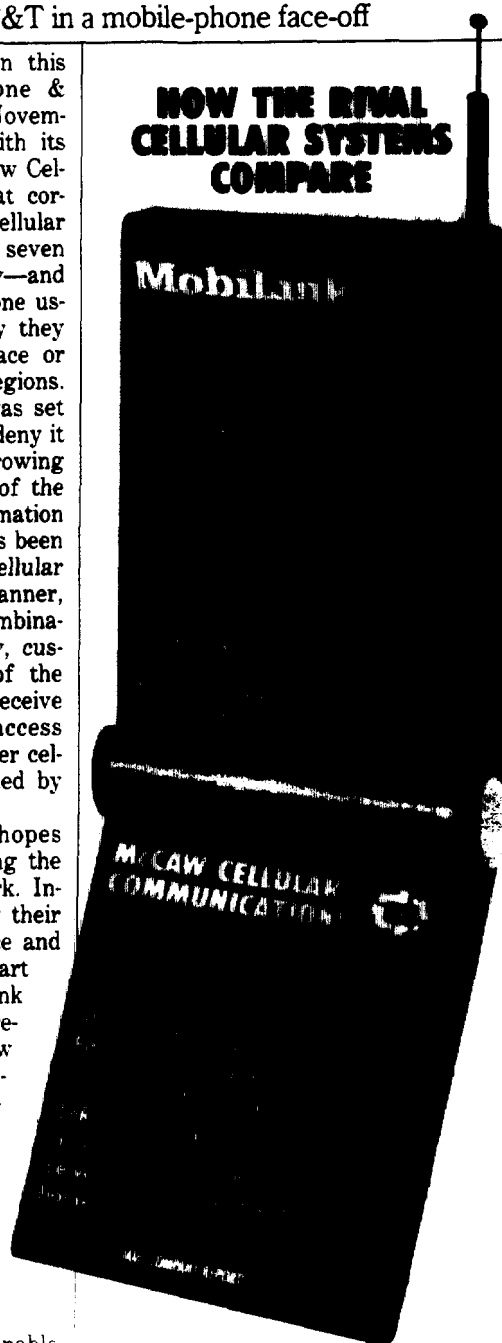
The MobiLink alliance, which was set to be unveiled on Feb. 18, doesn't deny it was created to counter the growing reach of McCaw, but executives of the companies involved say its formation predates the AT&T deal. McCaw has been assembling its own seamless cellular system under the Cellular One banner, which it plans to keep using in combination with the AT&T name. Already, customers can roam among most of the McCaw systems and send and receive calls without needing special access codes. McCaw has also enticed other cellular systems, such as those owned by Comcast Corp., to join.

Yet MobiLink dashes any hopes McCaw might have had of creating the only coast-to-coast cellular network. Indeed, the MobiLink companies say their system will make it easier to place and receive calls over a much larger part of the country. Now, the MobiLink group is waiting for McCaw's response. One possibility: McCaw could step up plans for its own national network by luring more companies to join.

DAUNTING DUO. One thing the MobiLink pact won't do is relieve the headaches that the Baby Bells are suffering from the McCaw-AT&T deal. The \$3.8 billion link between the biggest cellular-phone operator and largest long-distance carrier will enable the two companies to package cellular and long-distance service in ways other cellular operators can't match. And McCaw gains the powerful AT&T name to market cellular service nationwide.

The MobiLink partnership has its own promotional plans, including a nationwide ad blitz starting in midsummer. But there's more to the alliance than

HOW THE RIVAL CELLULAR SYSTEMS COMPARE



marketing. The MobiLink companies will revamp their systems to make it far easier for cellular-phone users to place and receive calls when they're outside home territory. McCaw's linked systems already provide this feature, although over a much smaller service area.

Today, customers typically can't receive calls to their pocket or car phones

outside their normal service areas. Sales executives from New York, for example, can't automatically get phone calls when they're in Atlanta. Instead, people trying to call them usually must first dial a special access number. And that number differs for each cellular system. The upshot: You often can't reach traveling cellular-phone owners unless you know where they are.

Similarly, many mobile-phone owners can't make calls easily when they're outside their home service areas. Instead, they must first call the cellular company serving the area they're in and get approval. Such tedious procedures make a mockery of the term "mobile phone."

NO-FUSS CALLS. The MobiLink system aims to change that. New software in the call-switching gear of member companies will alert the system to the user's location, allowing anyone to reach mobile-phone owners without knowing where they are. (In some places, however, cellular-phone owners will first have to key in a two-digit code to tell the system their new location.) And MobiLink customers will be able to make no-fuss calls in other MobiLink regions.

To take advantage of those features, some customers may have to switch to a new cellular service. In general, only two companies—one of them the local phone company—operates within each cellular service area. Because of anti-trust concerns, MobiLink membership is limited to the cellular service offered by the local phone company.

Some cellular companies will find themselves on both sides of the fight. Pacific Telesis Group, for example, owns cellular systems jointly with McCaw and does business under the Cellular One banner. Others, such as U.S. West Inc., own systems outside their local territory and will find themselves competing against the MobiLink name used by the local phone company's cellular system. Such conflicts could prevent wholehearted endorsements of the alliances.

The mixed-up nature of the cellular business is why Southwestern Bell Corp. is not a MobiLink partner. The Baby Bell is a partial owner of the Cellular One brand, along with McCaw and another company, and it uses the name on its cellular systems outside its local-phone territory. That could raise anti-trust concerns if the company also held a stake in the competing MobiLink.

Despite the mixed allegiances, the two-way rivalry among well-heeled players should improve customer service and highlight the industry's promise of "anytime, anywhere" communications. In other words, the real winner of this battle should be the consumer.

By Bart Ziegler in New York

Get two months Cellular One service. Free.

As always, our message comes through loud and clear.

That's right. For a limited time we're giving new customers two months free Monthly Access when they sign an annual service plan with Cellular One. With savings up to \$320 and including up to 600 minutes free, it's the best time ever to try Cellular One. (Free Monthly Access credits will be issued in the 1st and 13th months. All other charges are the responsibility of the customer*.)

This offer gives you a great chance to discover what makes Cellular One so valuable. We have the most cell sites in the Metro New York area, to give you better coverage and

greater reliability. And if you have a question, you can call our Customer Care Department 24 hours a day, six days a week. You can rely on us to assist you anyway we can.

Better coverage. A commitment to customer care. And big savings. It all adds up to one thing. Cellular One makes your life more productive. But don't take our word for it. Take us up on our offer. We believe you'll get the message loud and clear.

Call 1-800-IMAGINE for your nearest participating Cellular One dealer.

SAVINGS UP TO \$320

Present this coupon to any participating Cellular One dealer and get two months free Monthly Access when you sign an annual service plan on P30, P60, P120 or P300. All other service charges apply*. Offer good between April 15 and May 31, 1993. Offer good on new activations only. For the dealer nearest you, call 1-800-IMAGINE.

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IMAGINE NO LIMITS®

NYT02

*Additional Conditions:

The customer must remain active on the selected annual service plan for 12 consecutive months. (Otherwise, the customer will be subject to a "charge back" of the 1st Free Monthly Access credit if service is canceled; or an "adjustment" to the 1st Free Monthly Access credit if the customer changes rate plan during the term of the annual service agreement.) During the customer's 1st and 13th month, only Monthly Access charges will be free. The "one time" activation fee, all usage charges above the included minutes of the customer's selected rate plan, roaming, and long distance, taxes, premium Monthly Access for the 1st month, and feature charges will be the responsibility of the customer. Credits will vary based on selected rate plan.

CELLULAR ONE HAS TWO HOT NEW DEALS TO SAVE YOU MONEY



1. We are turning up the heat with a made-in-the-US Motorola car-to-car cellular phone for just \$199.00! This hot deal is complete with battery and antenna - ready to use and easily portable.

2. This will light you fire! A Nokia cellular phone completely installed in your car or truck with a through glass antenna for only \$199.00. We'll even install a handsfree speakerphone for added convenience and safety.

And with either phone, you'll get Cellular One's huge "no long distance" calling area (the largest in Georgia) as well as our family style of customer service. And only Cellular One allows you to automatically use your cellular phone in Atlanta at rates as low as 25¢/min.

**So hurry on down
real soon because
we're putting this fire
out on September 30!**

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Call 404-304-1111

Now Open Saturdays

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Cellular One of Business

Activation Required
Restrictions Apply

Targeted Services and Calling Features

Sprint Service Can Turn Cellular Phones Into Pagers

By a WALL STREET JOURNAL Staff Reporter

NEW YORK — **Sprint Corp.** began offering customers in Las Vegas a service that turns cellular telephones into pagers and alerts the customer to voice-mail messages.

For \$9.95 a month, a Sprint customer in Las Vegas can receive a short text message printed on the telephone's electronic display, or be paged. The cellular-phone system also will alert the customer to a voice-mail message, which the customer can retrieve by pressing the telephone's "send" key, according to Sprint, based in Westwood, Kan.

Because the paging and voice-mail alert are transmitted in digital form, the new service uses special **Motorola Inc.** network equipment and software that allows a digitized message to be sent over the regular analog cellular-phone network, a Sprint spokesman said.

Yesterday, in composite trading on the New York Stock Exchange, Sprint closed at \$33 a share, off 50 cents.

McCaw Cellular Communications Inc., the only national cellular-phone company, said it plans to roll out fully digital phone, paging and data services by 1994 that will allow customers to use almost any cellular phone.

Only MVP gives you the right plan, and these free services.

Ameritech Cellular Service Plans

MVP Benefits	Safe & Sound™	Convenience™	Weekender™	Family Pack™	Time Pack 50™	Time Pack 150™	Time Pack 275™	Time Pack 450™	Time Pack 620™
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Phone Repair Service	•	•	•	•	•	•	•	•	•
Emergency Loaner Phone	•	•	•	•	•	•	•	•	•
Stolen Phone Replacement†	•	•	•	•	•	•	•	•	•
\$150 Discount toward Phone Upgrade	•	•	•	•	•	•	•	•	•
Locked-in Calling Rates	•	•	•	•	•	•	•	•	•
Free Paging Service with 1 Yr. Agreement†	•	•	•	•	•	•	•	•	•
Detailed Billing				•	•	•	•	•	•
10% Discount on monthly access charges			•		•	•	•	•	•
Alpha Numeric Paging \$29.95 per month					•	•	•	•	•
15% Discount with 2 Year Agreement on monthly access charges					•	•	•	•	•
Call Waiting				•	•	•	•	•	•
Call Forwarding					•	•	•	•	•
Mobile Message Service					•	•	•	•	•
3-Way Calling						•	•	•	•
No Answer/Busy Transfer						•	•	•	•
Fast Track Roaming						•	•	•	•
One Free Equipment Transfer Service†							•	•	•
Free Use of a Digital Phone								•	•

Set-up charge required.
Local number calling service with purchase of SR plan.
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One year service commitment required.
Additional restrictions may apply.

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Illinois Communication
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ALHAMBRA
Shawrock Auto Accessories Ltd
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312-247-2800

ALHAMBRA
Triangle Electronics
312/545-254

ALHAMBRA
A & M Communications
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ALHAMBRA
Ameritech Mobile Sales & Service Center
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ALHAMBRA
Triangle Electronics
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ALHAMBRA
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Rena Communications
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Chicago Communications
708/513-7799

ALHAMBRA
Shawrock Auto Accessories Ltd
708/345-0800

ALHAMBRA
Ameritech Paging
1-800-785-PAGE

ALHAMBRA
Chicago Communications
708/465-8653

ALHAMBRA
Cellular
708/989-3775

ALHAMBRA
A & M Communications
312/553-0005

ALHAMBRA
Beverly's Entertainment
312/553-5121

ALHAMBRA
Central States
312/959-5121

ALHAMBRA
Williams Communications Service
312/957-5071

ALHAMBRA
Lancaster Electronics
312/943-0200

ALHAMBRA
Lancaster Electronics
708/754-2203

ALHAMBRA
Lancaster Electronics
312/879-0104

ALHAMBRA
Lancaster Electronics
312/478-7271

ALHAMBRA
The Mobile Phone Company
219/328-0000

ALHAMBRA
Triangle Electronics
312/554-0700

ALHAMBRA
Sun Appliance
219/328-0545

ALHAMBRA
Ameritech Mobile Sales & Service Center
219/736-0000

ALHAMBRA
Think Tank Cellular
219/736-3007

ALHAMBRA
In Touch Communications
219/879-1717

ALHAMBRA
In Touch Communications
219/879-0707

ALHAMBRA
Dunn Electronics
219/488-0743

ALHAMBRA
In Touch Communications
219/488-0743

ALHAMBRA
Sun Appliance
219/488-0113

AMERITECH
Making cellular right for you.

1-800-MOBILE-1
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Introducing Ameritech's cellular **MVP** program. It gives new meaning to the words "cellular **service.**"



Sign up for ordinary cellular service and that's all you get. Sign up for Ameritech® cellular service and become a member of our exclusive MVP program as well.

With Ameritech's MVP Program, sign up for one year of cellular service, and you automatically get locked-in calling rates, special offers on both numeric and alpha numeric paging, phone repair service and stolen phone replacement, including an emergency loaner phone should you need one.

Depending on the calling plan you choose, you may be eligible for even more benefits, like discounts on service, free custom calling, free message services, special phone upgrades, and much more. And if you're already an Ameritech customer, you can join the MVP program just by signing a new one year agreement on an eligible service plan. To find out what we mean by cellular service, see your Ameritech cellular service dealer today. Or call 1-800-MOBILE-1.

Service Quality

Why settle for second best?

In a recent J.D. Power and Associates survey of Linx and Bell Atlantic Metro Mobile customers, Linx ranked highest in customer satisfaction among business customers.

J.D. Power and Associates, one of America's leading marketing information firms, recently conducted a telephone survey among cellular users throughout Connecticut and in western Massachusetts.

The results were conclusive — J.D. Power and Associates ranked Linx "highest in overall customer satisfaction among business customers."

At Linx, we are totally committed to delivering cellular service that provides the highest satisfaction in each of the areas business customers indicate they value most:

1. **Call quality and coverage**
2. **Customer service**
3. **Added-value services and benefits**
4. **Rapid problem resolution.**

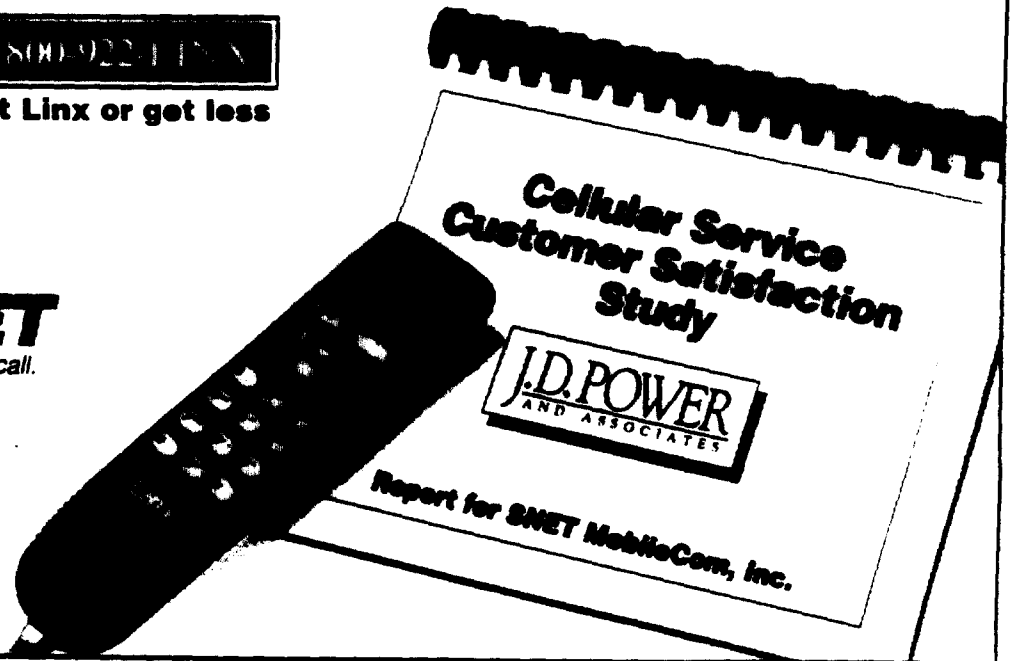
And all these efforts have paid off with the results of the J.D. Power and Associates customer satisfaction survey reporting that Linx outranked Bell Atlantic Metro Mobile among business customers.

So why settle for second best? Call SNET MobileCom at 1-800-922-LINX and get the cellular service that's second to none — Linx.

800-922-LINX

Get Linx or get less

SNET
We go beyond the call.



1. Linx is a registered service mark of SNET MobileCom, Inc.
2. SNET MobileCom, Inc. 1991

* J.D. Power and Associates 1992 Study on Cellular Quality for SNET MobileCom, Inc. conducted among cellular telephone users. Results: customers are satisfied as their satisfaction is greater than 90% out of a cellular telephone for business purposes.

Ameritech Mobile believes in clarity.

(that goes for advertising, too)

Just to set the record straight, here's who has what in the cellular service business.

Ameritech Mobile

1. 100% digital switching and transmission.
2. 24-hour electronic call monitoring.
3. Many powerful telecommunications processors for uninterrupted service.
4. No double charge for call waiting or 3-way calling.
5. First to introduce fiber-optic based microcell technology.
6. Uninterrupted service available between Chicago and Wisconsin plus Chicago and Central Illinois.
7. Mobile message service with exclusive message notification feature.
8. Best service packages at the lowest prices in town.

The Other Guy

1. Ditto.
2. Ditto.
3. Ditto.
4. Oops.
5. Oops.
6. Oops.
7. Oops.
8. Big Oops.

Connect With The Leader.

Call 1-800-Mobile-1 about our \$150 Rebate or \$150 Free Airtime Offer.

AMERICAN SATELLITE 1-800-451-1111 1-800-451-1111	AMERICAN SATELLITE 1-800-451-1111 1-800-451-1111	AMERICAN SATELLITE 1-800-451-1111 1-800-451-1111	AMERICAN SATELLITE 1-800-451-1111 1-800-451-1111	AMERICAN SATELLITE 1-800-451-1111 1-800-451-1111	AMERICAN SATELLITE 1-800-451-1111 1-800-451-1111	AMERICAN SATELLITE 1-800-451-1111 1-800-451-1111	AMERICAN SATELLITE 1-800-451-1111 1-800-451-1111	AMERICAN SATELLITE 1-800-451-1111 1-800-451-1111	AMERICAN SATELLITE 1-800-451-1111 1-800-451-1111
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AMERITECH MOBILE

Competition With Other Mobile Services



Get Off Your Can

and trade in your two way or SMR radio
for a brand new Motorola cellular telephone.

Do you often get tied up with your two way?

Do you sometimes feel like your talking on two tin cans connected by frayed string? Is your two way more of a hindrance to your business than a help?

If you're like a lot of contractors then the answer to the above questions is a big "YES".

Now Cellular One has the deal you've been waiting for! You can trade in your old two way radio for a brand new, state-of-the-art, Motorola cellular telephone - complete with antenna and

installation. All you do is sign up for 24 months of Cellular One service.

And you'll even qualify for our exclusive Contractor's rate plan which gives you the lowest monthly service plan available for only \$20.00 per month. A savings of 60 bucks a year!

But this offer expires on December 31, 1992, so get a move on, unbolt that two way can in your truck, bring it in to your nearest Cellular One office, pick up your new Motorola cellular phone and start enjoying the clarity and convenience of cellular communications.

CELLULARONE®

The Choice Is . . . Crystal Clear

715-424-0400
Wisconsin Rapids

715-345-0101
Stevens Point

715-387-0700
Marshfield

414-487-4466
Wautoma

414-982-6900
New London

Problem at the job site? A Centel Cellular phone keeps you right on top of things.



**"WHEN PEOPLE
CALL,
THEY GET ME.
NOT SOME
PAGER"**

JOHN B. JONES

Don't let a business opportunity slip away because you can't be reached.



"There's no time to play phone tag when you're in construction.

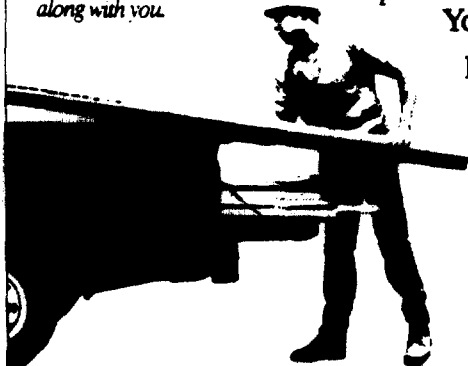
There's just too many people I need to be in touch with. And I can't afford to have them waiting around for me to get back to them.

You need to talk to me? Bang. I'm right there—in person—on my cellular phone.

You know a better way to do business?"

Isn't it time you and your phone started going places? Get Cellular Freedom from Centel Cellular today.

It's easy to arrange your schedule—and keep to it—when you take your phone along with you.



**CENTEL
CELLULAR**

Experience the freedom.

1-800-42-CENTEL



*Phones by
Motorola*

C E L L U L A R F R E E D O M